

ORDER



Orders
Order / Rev: 202455
Alt Order #: 06847485
Product Desc: 9/4-9/24 HOUSE MAJORITY PAC
Estimate: 1432
Flight Dates: 09/04/12 - 09/24/12
Original Date / Rev: 08/29/12 / 09/17/12
Order Type: REG

WVBT

Primary AE: Petry Philadelphia
Sales Office: P-PHI
Sales Region: Nat

Agency Name: Waterfront Strategies
Buying Contact:
Billing Contact:
 1010 Wisconsin Avenue
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: POL/House Majority PAC
Demographic: A35+
Product Codes: PL2
Priority: P2
Revenue Codes: AGY, POL, POL-ISS

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID: IN14921

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/21/12	11	\$4,725.00	\$4,016.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	11	\$4,725.00	\$4,016.25	0.00
Totals	11	\$4,725.00	\$4,016.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WVBT	10%	\$4,725.00
Market	100%	\$47,250.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
NFLWS	0%	\$0.00
UNKWN	0%	\$0.00
WAVY	36%	\$17,010.00
WGNT	1%	\$472.50
WHRO	0%	\$0.00
WPEN	0%	\$0.00
WPXV	0%	\$0.00
WTKR	19%	\$8,977.50
WTVZ	5%	\$2,362.50
WVEC	29%	\$13,702.50

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	WVBT	09/04/12	09/07/12	M-F 4-5p Steve Wilkos	CM	4-5p	- TWTF - -	:30	2	\$250.00	P1	0.00	NM	2	\$500.00
STEVE WILKOS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		09/03/12	09/09/12	- TWTF - -	2		\$250.00	0.00							
E 3	WVBT	09/17/12	09/21/12	M-F 7-730p M-F 7-730p	CM	7-730p	M- - - - -	:30	1	\$400.00	P1	0.00	NM	1	\$400.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
TMZ ON TV															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	M-----		1				\$400.00		0.00			
E 6	WVBT	09/10/12	09/21/12	M-F 10-1044p Fox News @ 10	CM	10-1045p	MTWTF--	:30	1	\$1,200.00	P1	0.00	NM	2	\$2,400.00
LATE NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	M-WTF--		1				\$1,200.00		0.00			
		Week: 09/17/12	09/23/12	MTWTF--		1				\$1,200.00		0.00			
E 8	WVBT	09/10/12	09/21/12	M-F 4-5p M-F 4-5p	CM	4-5p	MTWTF--	:30	4	\$250.00	P1	0.00	NM	5	\$1,250.00
STEVE WILKOS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	M-WTF--		4				\$250.00		0.00			
		Week: 09/17/12	09/23/12	M-----		1				\$250.00		0.00			
E 11	WVBT	09/10/12	09/14/12	M-F 3-4p Steve Wilkos	CM	3-4p	M-WTF--	:30	1	\$175.00	P1	0.00	NM	1	\$175.00
JERRY SPRINGER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	M-WTF--		1				\$175.00		0.00			
													Totals	11	\$4,725.00